

Connecting via Winsock to Dialog

Logging in to Dialog

Trying 31060000009998...Open

DIALOG INFORMATION SERVICES  
PLEASE LOGON:

\*\*\*\*\*

ENTER PASSWORD:

\*\*\*\*\*

Welcome to DIALOG

Dialog level 05.26.00D

Last logoff: 07sep09 12:35:59

Logon file405 14sep09 09:23:17

\*\*\* ANNOUNCEMENTS \*\*\*

\*\*\*

\*\*\* FREE FILES OF THE MONTH: SEPTEMBER

Food Science & Technology Abstracts (File 51)

CLAIMS/Current Patent Legal Status (File 123)

CLAIMS/US Patents (File 340)

Each month Dialog offers an opportunity to try out new or unfamiliar sources by offering \$100 of free searching (either DialUnits or connect time) in specified files.

Output and Alerts charges are not included. For more details visit: <http://www.dialog.com/freefile/> and then take a moment to get familiar with another great Dialog resource.

\*\*\* "Thomson File Histories" are now available directly through Dialog in selected patent and trademark files. Combined with the comprehensive patent and trademark information on Dialog, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in one of the patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need. See HELP FILEHIST for more information about how to use the link and a list of files that contain the link.

EMBASE Classic (File 772) available to all customers.

NEW FILE

\*\*\*File 457, The Lancet(R)

#### FILE RENAMED

\*\*\*RAPRA: Rubber and Plastics is now RAPRA: Polymer Technology

#### RESUMED UPDATING

\*\*\*File 523, D&B European Financial Records

\*\*\*

#### RELOADS COMPLETED

\*\*\*File 304, The Merck Index Online(SM) - 14th edition

\*\*\*File 658, TRADEMARKSCAN(R) - Benelux

\*\*\*File 659, TRADEMARKSCAN(R) - Denmark

\*\*\*File 661, TRADEMARKSCAN(R) - Switzerland

\*\*\*File 671, TRADEMARKSCAN(R) - International Register

\*\*\*File 675, TRADEMARKSCAN(R) - Sweden

\*\*\*File 679, TRADEMARKSCAN(R) - Finland

\*\*\*File 680, TRADEMARKSCAN(R) - Czech Republic

\*\*\*File 682, TRADEMARKSCAN(R) - Poland

\*\*\*

#### FILES REMOVED

\*\*\*File 301, CHEMNAME - please use File 398 ChemSearch

\*\*\*File 388, PEDS: Defense Program Summaries

\*\*\*File 588, DMS-FI Contract Awards

\*\*\*File 559, CorpTech Directory of Technology Cos.

>>>For the latest news about Dialog products, services, content<<<

>>>and events, please visit What's New from Dialog at <<<

>>><http://www.dialog.com/whatsnew/>. You can find news about <<<

>>>a specific database by entering HELP NEWS <file number>. <<<

YTEXT is set ON as an alias for 15,16,148,160,275,621

KTEXT is set ON as an alias for 9,20,476,610,613,624,634,636,810,813

MTEXT is set ON as an alias for 2,35,65,77,99,233,256,278,474,475,583

STEXT is set ON as an alias for 623,473,47,635,570,PAPERSMJ,PAPERSEU

HTEXT is set ON as an alias for 625,268,626,267,139

FTEXT1 is set ON as an alias for 15,9,275,621,636,16,160,148

FTEXT2 is set ON as an alias for 610,810,476,624,634,20,47

BIB1 is set ON as an alias for 35,139,583,65,2,144,233,474,475,99

SUB26 is set ON as an alias for PAPERSEU, PAPERSMJ,570,635

SUB35 is set ON as an alias for 625,268,626,267,608

\* \* \*

#### SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.8.0 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business. All rights reserved.

/H = Help      /L = Logoff      /NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

? b 410

```

14sep09 09:23:18 User264721 Session D90.1
  $0.00  0.283 DialUnits FileHomeBase
$0.00 Estimated cost FileHomeBase
$0.00 Estimated cost this search
$0.00 Estimated total session cost  0.283 DialUnits

```

File 410:The Chronolog 2009

(c) 2009 Dialog. All rights reserved.

Set Items Description

--- -----

? set hi %%%;set hi %%%

HILIGHT set on as "

HILIGHT set on as "

? b YTEXT, KTEXT, MTEXT, STTEXT, HTEXT, ftext1, ftext2, bib1, sub26, sub35

>>> 476 does not exist

>>> 77 does not exist

>>> 233 does not exist

>>> 473 does not exist

>>>4 of the specified files are not available

```

14sep09 09:23:31 User264721 Session D90.2
  $0.00  0.115 DialUnits File410
$0.00 Estimated cost File410
$0.05 TELNET
$0.05 Estimated cost this search
$0.05 Estimated total session cost  0.398 DialUnits

```

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2009/Sep 12

(c) 2009 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2009/Aug 19

(c) 2009 Gale/Cengage

\*File 16: UD/banner does not reflect last processed date

File 148:Gale Group Trade & Industry DB 1976-2009/Aug 26

(c) 2009 Gale/Cengage

\*File 148: The CURRENT feature is not working in File 148.

See HELP NEWS148.

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2009/Aug 13

(c) 2009 Gale/Cengage

File 621:Gale Group New Prod.Annou.(R) 1985-2009/Aug 05

(c) 2009 Gale/Cengage

File 9:Business & Industry(R) Jul/1994-2009/Sep 12

(c) 2009 Gale/Cengage

File 20:Dialog Global Reporter 1997-2009/Sep 13

(c) 2009 Dialog

File 610:Business Wire 1999-2009/Sep 14

(c) 2009 Business Wire.

\*File 610: File 610 now contains data from 3/99 forward.

Archive data (1986-2/99) is available in File 810.

File 613:PR Newswire 1999-2009/Sep 14

(c) 2009 PR Newswire Association Inc

\*File 613: File 613 now contains data from 5/99 forward.

Archive data (1987-4/99) is available in File 813.

File 624:McGraw-Hill Publications 1985-2009/Sep 14

(c) 2009 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2009/Sep 11

(c) 2009 San Jose Mercury News

File 636:Gale Group Newsletter DB(TM) 1987-2009/Aug 19

(c) 2009 Gale/Cengage

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 2:INSPEC 1898-2009/Sep W1

(c) 2009 The IET

File 35:Dissertation Abs Online 1861-2009/Aug

(c) 2009 ProQuest Info&Learning

File 65:Inside Conferences 1993-2009/Sep 11

(c) 2009 BLDSC all rts. reserv.

File 99:Wilson Appl. Sci & Tech Abs 1983-2009/Aug

(c) 2009 The HW Wilson Co.  
File 256:TecTrends 1982-2009/Sep W1  
(c) 2009 Info.Sources Inc. All rights res.  
\*File 256: Please see HELP NEWS 256 for the latest information about TecTrends.  
File 278:Ei Compendex(R) 1970-2009/Aug W5  
(c) 2009 Elsevier Eng. Info. Inc.  
File 474:New York Times Abs 1969-2009/Sep 14  
(c) 2009 The New York Times  
File 475:Wall Street Journal Abs 1973-2009/Sep 14  
(c) 2009 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage  
\*File 583: This file is no longer updating as of 12-13-2002.  
File 623:Business Week 1985-2009/Sep 14  
(c) 2009 The McGraw-Hill Companies Inc  
File 47:Gale Group Magazine DB(TM) 1959-2009/Aug 31  
(c) 2009 Gale/Cengage  
File 635:Business Dateline(R) 1985-2009/Sep 12  
(c) 2009 ProQuest Info&Learning  
File 570:Gale Group MARS(R) 1984-2009/Aug 19  
(c) 2009 Gale/Cengage  
File 387:The Denver Post 1994-2009/Sep 11  
(c) 2009 Denver Post  
File 471:New York Times Fulltext 1980-2009/Sep 13  
(c) 2009 The New York Times  
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers  
\*File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.  
File 494:St LouisPost-Dispatch 1988-2009/Jun 19  
(c) 2009 St Louis Post-Dispatch  
File 631:Boston Globe 1980-2009/Sep 14  
(c) 2009 Boston Globe  
File 633:Phil.Inquirer 1983-2009/Sep 14  
(c) 2009 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2009/Sep 13  
(c) 2009 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2009/Sep 13  
(c) 2009 Chronicle Publ. Co.  
File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News  
\*File 641: This file has ceased updating  
File 702:Miami Herald 1983-2009/Sep 14  
(c) 2009 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2009/Sep 11

(c) 2009 USA Today  
 File 704:(Portland)The Oregonian 1989-2009/Sep 13  
 (c) 2009 The Oregonian  
 File 713:Atlanta J/Const. 1989-2009/Mar 08  
 (c) 2009 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2009/Sep 06  
 (c) 2009 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2009/Jul 20  
 (c) 2009 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2009/Sep 12  
 (c) 2009 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2009/Sep 11  
 (c) 2009 St. Petersburg Times  
 File 477:Irish Times 1999-2009/Sep 14  
 (c) 2009 Irish Times  
 File 710:Times/Sun.Times(London) Jun 1988-2009/Sep 06  
 (c) 2009 Times Newspapers  
 File 711:Independent(London) Sep 1988-2006/Dec 12  
 (c) 2006 Newspaper Publ. PLC  
 \*File 711: This file does not update. See NewsRoom for full daily coverage from many European sources.  
 File 756:Daily/Sunday Telegraph 2000-2009/Sep 14  
 (c) 2009 Telegraph Group  
 File 757:Mirror Publications/Independent Newspapers 2000-2009/Sep 14  
 (c) 2009  
 File 625:American Banker Publications 1981-2008/Jun 26  
 (c) 2008 American Banker  
 \*File 625: This file no longer updates.  
 Use Newsroom Files 989 and 990 for current records.  
 File 268:Banking Info Source 1981-2009/Sep W1  
 (c) 2009 ProQuest Info&Learning  
 File 626:Bond Buyer Full Text 1981-2008/Jul 07  
 (c) 2008 Bond Buyer  
 \*File 626: This file no longer updates.  
 Use Newsroom Files 989 and 990 for current records.  
 File 267:Finance & Banking Newsletters 2008/Sep 29  
 (c) 2008 Dialog  
 \*File 267: This file no longer updates. Please see File 268 or NewsRoom for current content.  
 File 139:EconLit 1969-2009/Aug  
 (c) 2009 American Economic Association  
 File 144:Pascal 1973-2009/Sep W2  
 (c) 2009 INIST/CNRS  
 File 608:MCT Information Svc. 1992-2009/Sep 14  
 (c) 2009 MCT Information Svc.

Set Items Description

--- -----

? S ((previously or earlier) (15n) ((viewed or seen or listened or heard or known) (2n) advertisement)) (s) ((communicat??? or provid??? or enable??? or facilitate???) (5n) (information or data))

Processing

Processing

Processing

Processing

Processing

Processing

Processed 10 of 57 files ...

Processing

Processed 20 of 57 files ...

Processing

Processed 30 of 57 files ...

Processing

Processed 40 of 57 files ...

Processed 50 of 57 files ...

Completed processing all files

7730957 PREVIOUSLY

12511354 EARLIER

2051195 VIEWED

11367650 SEEN

477597 LISTENED

4906261 HEARD

14162089 KNOWN

406127 ADVERTISEMENT

7348511 COMMUNICAT???

47455246 PROVID???

9881871 ENABLE???

2411324 FACILITATE???

52240980 INFORMATION

25888788 DATA

S1 1 ((PREVIOUSLY OR EARLIER) (15N) ((VIEWED OR SEEN OR LISTENED OR HEARD OR KNOWN) (2N) ADVERTISEMENT)) (S) ((COMMUNICAT??? OR PROVID??? OR ENABLE??? OR FACILITATE???) (5N) (INFORMATION OR DATA))

? T S1/3,K/1

1/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2009 Dialog. All rts. reserv.

54850852 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Web-measurement firm comScore adjusts methodology

CBS MARKETWATCH (STORIES)

March 14, 2007

JOURNAL CODE: WCBQ LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 451

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... on Internet traffic patterns, will also soon unveil a measurement of how often an Internet advertisement is actually viewed.

Previously, the firm only counted what it calls 'page views,' which were then used as a...

? t s1/7,k/1

1/7,K/1 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2009 Dialog. All rts. reserv.

54850852 (THIS IS THE FULLTEXT)

Web-measurement firm comScore adjusts methodology

CBS MARKETWATCH (STORIES)

March 14, 2007

SAN FRANCISCO (MarketWatch) - Web-measurement firm ComScore Networks Inc said Wednesday it has introduced a new way of counting Internet traffic, a move which may address growing concerns among online publishers about the accuracy of comScore reports.

The company in January quietly began counting the number of times a Web page is visited each day, a new metric it calls 'visits.' Before January, comScore reported only what are called 'page views,' a less-specific measurement that counts the average number of days people visit a site each month.

"Visits are a better measurement of engagement," comScore executive vice president Jack Flanagan said in an interview Wednesday. The company highlighted the changes in its February Internet-traffic reports.

ComScore, which provides influential yet controversial data on Internet traffic patterns, will also soon unveil a measurement of how often an Internet advertisement is actually viewed. Previously, the firm only counted what it calls 'page views,' which were then used as a "surrogate" measurement for how often consumers clicked on an ad, according to Flanagan.

The new measurements come as the company is under increasing pressure from Web publishers to explain why its traffic figures are often different - in some cases, significantly so - than those tallied by the publishers' own Internet servers.

Yahoo Inc., the world's largest Web publisher as measured by traffic, said the new comScore adjustments are a step in the right direction.



"This is by no means a silver bullet," but it does "provide a valuable reference," Yahoo executive Peter Daboll wrote on the company's official blog.

The controversy, once largely behind the scenes, has erupted into a rather public spat in the last few months as Web publishers are pressing comScore to submit to an audit by an outside firm. See earlier story on the controversy.

Yet Flanagan said those concerns are "a whole different story," and that they did not play a role in the recent changes, which have been in the works for the last six months.

Rather, the new metrics are a response to concerns regarding a new Web-design technique, known as AJAX, which allows Web pages to include more interactive features.

AJAX, or Asynchronous JavaScript and XML, has helped skew comScore's statistics, Flanagan said. While sites that employ the new technology present interactive features on the same page that Internet users have already viewed, those that don't use it now direct users to new pages, thus driving up their traffic count as measured by comScore.

"There are so many companies out there in the media world turning to new technologies that call into question a page view's relevance," Flanagan said.

Yahoo Finance and Google Inc.'s Google Finance are among the Web sites now using AJAX.

Copyright 2007 CBS Marketwatch Source: Financial Times Information Limited.

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... on Internet traffic patterns, will also soon unveil a measurement of how often an Internet advertisement is actually viewed.

Previously, the firm only counted what it calls 'page views,' which were then used as a...

? s s1 and (register??? or registration) and (search (5n) field) and ((maintain??? or stor???or record???) (15n) log)

Processing

Processed 10 of 57 files ...

Processing

Processed 30 of 57 files ...

Processing

Completed processing all files

1 S1

8352882 REGISTER???

2459486 REGISTRATION

5801396 SEARCH

12696246 FIELD

22545 SEARCH(5N)FIELD  
10506271 MAINTAIN???  
0 STOR???OR RECORD???  
1363919 LOG  
11043 (MAINTAIN??? OR STOR???OR RECORD???) (15N)LOG  
S2 0 S1 AND (REGISTER??? OR REGISTRATION) AND (SEARCH (5N)  
FIELD) AND ((MAINTAIN??? OR STOR???OR RECORD???) (15N)  
LOG)